IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Please amend claims 1-9, 11, 12, 14, 15, 17, 18, 20-23 and 25 as follows:

1.   (Currently Amended) An apparatus for evaluating travel accommodations, comprising:

a processor;

a memory in communication with the processor and containing program instructions, wherein the processor executes program instructions contained in the memory and the program instructions comprise: a hotel marketability index element operable

[[to]] identify a plurality of hotel properties, each identified hotel property being associated with a hotel property identifier stored in the memory; and

receive by the processor a selected one or more characteristics associated with at least one of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within a cluster location;

to assign determine by the processor a hotel marketability index score to for at least one or more of the plurality of hotel properties such that one or more of the properties may be ranked, the hotel marketability index score comprising an ordinal quantifier and being based on [[a]] the selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within a cluster location ; and

store the hotel marketability index score in association with a hotel property identifier corresponding to the at least one of the plurality of hotel properties in the memory.

2.   (Currently Amended) The apparatus of Claim 1, wherein one or more of the characteristics associated with one or more of the hotel properties may be are selected and

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weighted more than one or more of the other characteristics such that the hotel marketability index score is affected.

3.   (Currently Amended) The apparatus of Claim 1, <u>further comprising:</u> ~~wherein the hotel marketability index element is operable to~~

collect external data associated with one or more of the hotel properties <u>via a communications network</u>, the external data being used to ~~assign~~ <u>determine</u> the hotel marketability index score.

4.   (Currently Amended) The apparatus of Claim 1, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location ~~may be modified~~ <u>is modifiable</u> to account for a densely populated area associated with a selected cluster location.

5.   (Currently Amended) The apparatus of Claim 1, wherein the hotel quality [[if]] <u>is</u> based on a star quality system provided by one or more reviewing entities.

6.   (Currently Amended) The apparatus of Claim 1, wherein the ~~hotel marketability index element is provided on~~ <u>apparatus for evaluating travel accommodations is accessible via</u> a web site that is operable to display one or more web pages to an end user ~~that may use~~ <u>, wherein</u> the ~~hotel marketability index element~~ <u>apparatus is configured for use</u> in conjunction with navigating the web site.

7. (Currently Amended) The apparatus of Claim 1, wherein data included in the ~~memory~~ ~~hotel marketability index element~~ <u>memory</u> ~~may be modified~~ <u>is modifiable</u> by a system administrator.

8. (Currently Amended) The apparatus of Claim 1, wherein data associated with the characteristics ~~may be normalized~~ <u>are normalizable</u> in order to account for extraneous values included within the data.

9. (Currently Amended) A <u>processor-implemented</u> method for evaluating travel accommodations, comprising:

identifying a plurality of hotel properties<u>, each identified hotel property being associated</u> <u>with a hotel property identifier stored in a memory</u>; ~~and~~

<u>receiving by the processor a selected one or more characteristics associated with at least</u> <u>one of the hotel properties, the characteristics including rate competitiveness, hotel availability,</u> <u>hotel location within a cluster location, and hotel quality within a cluster location;</u>

~~assigning~~ <u>determining by the processor</u> a hotel marketability index score ~~to~~ <u>for at least</u> one ~~or more~~ of the <u>plurality of hotel</u> properties ~~such that one or more of the properties may be~~ ~~ranked~~, the hotel marketability index score <u>comprising an ordinal quantifier and</u> being based on a selected one or more characteristics associated with one or more of the hotel properties~~, the~~ ~~characteristics including rate competitiveness, hotel availability, hotel location within a cluster~~ ~~location, and hotel quality within the cluster location~~; and

<u>storing the hotel marketability index score in association with a hotel property identifier</u> <u>corresponding to the at least one of the plurality of hotel properties in the memory</u>.

10. (Original) The method of Claim 9, further comprising:

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weighting one or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

11.   (Currently Amended) The method of Claim 9, further comprising:

collecting external data associated with one or more of the hotel properties <u>via a communications network</u>, the external data being used to ~~assign~~ <u>determine</u> the hotel marketability index score.

12.   (Currently Amended) The method of Claim 9, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location ~~may be modified~~ <u>is modifiable</u> to account for a densely populated area associated with a selected cluster location.

13.   (Original) The method of Claim 9, further comprising:

providing a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

14.   (Currently Amended) The method of Claim 9, further comprising:

modifying data associated with the characteristics such that the data is ~~normalized~~ <u>normalized</u> in order to account for extraneous values included within the data.

15.   (Currently Amended) A <u>processor-implemented</u> system for evaluating travel accommodations, comprising:

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means for identifying a plurality of hotel properties, each identified hotel property being associated with a hotel property identifier stored in a memory; and

means for receiving by the processor a selected one or more characteristics associated with at least one of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within a cluster location;

means for ~~assigning~~ determining by the processor a hotel marketability index score ~~to~~ for at least one ~~or more~~ of the plurality of hotel properties ~~such that one or more of the properties may be ranked~~, the hotel marketability index score comprising an ordinal quantifier and being based on a selected one or more characteristics associated with one or more of the hotel properties~~, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location~~; and

means for storing the hotel marketability index score in association with a hotel property identifier corresponding to the at least one of the plurality of hotel properties in the memory.

16.   (Original) The system of Claim 15, further comprising:

means for weighting one or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

17.   (Currently Amended) The system of Claim 15, further comprising:

means for collecting external data associated with one or more of the hotel properties via a communications network, the external data being used to ~~assign~~ determine the hotel marketability index score.

18.   (Currently Amended) The system of Claim 15, wherein the cluster location is determined based on geographic longitude and latitude coordinates, and wherein the cluster location ~~may be modified~~ is modifiable to account for a densely populated area associated with a selected cluster location.

19.   (Original) The system of Claim 15, further comprising:

means for providing a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

20.   (Currently Amended) The system of Claim 15, further comprising:

means for modifying data associated with the characteristics such that the data is ~~normalized~~ normalized in order to account for extraneous values included within the data.

21.   (Currently Amended) ~~Software embodied in a~~ A ~~computer~~ processor readable medium, ~~the medium~~ comprising ~~computer code such that when executed is operable to:~~

processor readable instructions stored in the processor readable medium, wherein the processor readable instructions are issuable by a processor to:

identify a plurality of hotel properties, each identified hotel property being associated with a hotel property identifier stored in a memory; ~~and~~

receive by the processor a selected one or more characteristics associated with at least one of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within a cluster location;

~~assign~~ determine by the processor a hotel marketability index score ~~to~~ for at least one ~~or more~~ of the plurality of hotel properties ~~such that one or more of the properties may be~~

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~~ranked~~, the hotel marketability index score <u>comprising an ordinal quantifier and</u> being based on a selected one or more characteristics associated with one or more of the hotel properties~~, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location~~<u>; and</u>

   <u>store the hotel marketability index score in association with a hotel property identifier corresponding to the at least one of the plurality of hotel properties in the memory.</u>

22. (Currently Amended) The computer readable medium of Claim 21, wherein the code is further operable to:

  ~~weight~~one <u>weight one</u> or more of the characteristics associated with one or more of the hotel properties more than one or more of the other characteristics such that the hotel marketability index score is affected.

23. (Currently Amended) The computer readable medium of Claim 21, wherein the code is further operable to:

  collect external data associated with one or more of the hotel properties <u>via a communications network</u>, the external data being used to ~~assign~~ <u>determine</u> the hotel marketability index score.

24. (Original) The computer readable medium of Claim 21, wherein the code is further operable to:

  provide a web site that is operable to display one or more web pages to an end user, the web pages including the hotel marketability index score.

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25.   (Currently Amended) The computer readable medium of Claim 21, wherein the code is further operable to:

modify data associated with the characteristics such that the data is ~~mormalized~~ normalized in order to account for extraneous values included within the data.

26.   (Withdrawn) An apparatus for storing information about an end user, comprising:

an end user profile operable to store data associated with one or more travel characteristics of the end user, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

27.   (Withdrawn) The apparatus of Claim 26, wherein one or more unsolicited communications associated with available lodging may be sent to the end user based on the profile of the end user and a likelihood of the end user being interested in the available lodging.

28.   (Withdrawn) The apparatus of Claim 26, wherein one or more coupons may be sent to the end user based on the profile of the end user, the coupons being associated with available lodgning and being offered in order to encourage a sales conversion of the available lodging.

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29. (Withdrawn) The apparatus of Claim 26, wherein the end user is provided an opportunity to modify the profile such that the data associated with one or more travel characteristics of the end user can be changed.

30. (Withdrawn) A method for storing information about an end user, comprising:

storing data associated with one or more travel characteristics of an end user in a profile, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

31. (Withdrawn) The method of Claim 30, further comprising:

sending one or more unsolicited communications associated with available lodging to the end user based on the profile of the end user and a likelihood of the end user being interested in the available lodging.

32. (Withdrawn) The method of Claim 30, further comprising:

sending one or more coupons to the end user based on the profile of the end user, the coupons being associated with available lodging and being offered in order to encourage a sales conversion of the available lodging.

33. (Withdrawn) An apparatus for storing information about an entity, comprising:

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an entity profile operable to store data associated with one or more locations associated with the entity, wherein the profile may be coupled to a hotel marketability index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

34.   (Withdrawn) The apparatus of claim 33, wherein one or more unsolicited communications associated with the hotel marketability index score may be sent to the entity based on a change in lodging characteristics of locations associated with the entity.

35.   (Withdrawn) The apparatus of Claim 33, wherein the entity may access the profile in order to view its hotel marketability index score and one or more of the characteristics associated with one or more of the hotel properties.

36.   (Withdrawn) The apparatus of Claim 33, wherein a report may be generated and provided to the entity, the report reflecting performance data associated with the hotel marketability index score and being operable to offer feedback to the entity that may be used in order to raise their hotel marketability index score.

37.   (Withdrawn) A method for storing information about an entity, comprising:

storing an entity profile that is operable to store data associated with one or more locations associated with the entity, wherein the profile may be coupled to a hotel marketability

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index element that is operable to identify a plurality of hotel properties and to assign a hotel marketability index score to one or more of the properties such that one or more of the properties may be ranked, the hotel marketability index score being based on a selected one or more characteristics associated with one or more of the hotel properties, the characteristics including rate competitiveness, hotel availability, hotel location within a cluster location, and hotel quality within the cluster location.

38.   (Withdrawn) The method of Claim 37, further comprising:

    sending one or more unsolicited communications associated with the hotel marketability index score to the entity based on a change in one or more lodging characteristics associated with one or more of the locations.

39.   (Withdrawn) The method of Claim 37, further comprising:

    providing access to the entity for the profile such that the entity may view its hotel marketability index score and one or more of the characteristics associated with one or more of the hotel properties.

40.   (Withdrawn) The method of Claim 37, further comprising:

    generating a report; and

    providing the report to the entity, the report reflecting performance data associated with the hotel marketability index score and being operable to offer feedback to the entity that may be used in order to raise their hotel marketability index score.